

Application No. 10/068,771
Response to Office Action of July 14, 2005

PROPOSED CLAIM AMENDMENTS - 742-10

Please amend claim 194, 203 and 204 as follows:

1-193. (canceled)

194. (currently amended) A method of delivering targeted advertisements to a subscriber of a stored video system, the method comprising:

- (a) selecting a video from the system;
- (b) determining available advertisement opportunities associated with the selected video;
- (c) selecting one or more targeted advertisements desired to be displayed to the subscriber, wherein the selected targeted advertisements correspond to the available advertisement opportunities;
- (d) delivering the selected video and the targeted advertisements to the subscriber;
- (e) presenting the selected video and the targeted advertisements to the subscriber on a viewing device; and
- (f) presenting an alternative advertisement having content different than the targeted advertisements on the viewing device when the subscriber fast-forwards or skips one or more of the targeted advertisements, wherein the alternative advertisement is presented such that at least a portion of each targeted advertisement that is fast-forwarded or skipped remains visible to the subscriber.

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195. (previously presented) The method of claim 194 wherein presentation of the alternative advertisement occurs during presentation of the targeted advertisements.
196. (previously presented) The method of claim 194 wherein the targeted advertisement is presented in a compressed manner during presentation of the alternative advertisement.
197. (previously presented) The method of claim 194 wherein the alternative advertisement is superimposed over the targeted advertisement.
198. (previously presented) The method of claim 194 wherein the alternative advertisement is a shortened version of the targeted advertisement.
199. (previously presented) The method of claim 194 wherein selection of the targeted advertisement is based on a subscriber profile.
200. (previously presented) The method of claim 199 wherein the subscriber profile defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos.
201. (previously presented) The method of claim 194 wherein the alternative advertisement is not directly related to the targeted advertisement.

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202. (previously presented) The method of claim 194 wherein the alternative advertisement is derived from the targeted advertisement.

203. (currently amended) A method of delivering targeted advertisements to a subscriber of a stored video system, the method comprising:

- (a) selecting a video from the system;
 - (b) determining available advertisement opportunities associated with the selected video;
 - (c) selecting one or more targeted advertisements desired to be displayed to the subscriber, wherein the selected targeted advertisements correspond to the available advertisement opportunities;
 - (d) delivering the selected video and the targeted advertisements to the subscriber; and
 - (e) presenting the selected video and the targeted advertisements to the subscriber on a viewing device, wherein, when the subscriber fast-forwards or skips one or more of the targeted advertisements, a compressed version of each targeted advertisement that is fast-forwarded or skipped is presented in a compressed time period to the subscriber.
204. (currently amended) The method of claim 203 wherein step (e) includes presenting an alternative advertisement having content different than the targeted advertisement in conjunction with each targeted advertisement that is fast-forwarded or skipped.

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205. (previously presented) The method of claim 204 wherein the alternative advertisement is presented such that at least a portion of each targeted advertisement that is fast-forwarded or skipped remains visible to the subscriber.
206. (previously presented) The method of claim 204 wherein presentation of the alternative advertisement occurs during presentation of the targeted advertisements.
207. (previously presented) The method of claim 204 wherein the alternative advertisement is superimposed over the targeted advertisement.
208. (previously presented) The method of claim 204 wherein the alternative advertisement is a shortened version of the targeted advertisement.
209. (previously presented) The method of claim 204 wherein the alternative advertisement is not directly related to the targeted advertisement.
210. (previously presented) The method of claim 204 wherein the alternative advertisement is derived from the targeted advertisement
211. (previously presented) The method of claim 203 wherein the selection of the targeted advertisement is based on a subscriber profile.

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212. (previously presented) The method of claim 211 wherein the subscriber profile defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos.

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